

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

До друку дозволяю
Проректор

проф. Романовський О.Г.

МЕТОДИЧНІ ВКАЗІВКИ
до практичних занять та самостійної роботи
з курсу англійської мови за темою
«Телефонні розмови та електронне спілкування»
для студентів економічних спеціальностей
факультету комп'ютерних та інформаційних технологій

Затверджено
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Методичні вказівки “Телефонні розмови та електронне спілкування” для студентів економічних спеціальностей та факультету комп’ютерних та інформаційних технологій (англійська мова) / Уклад.: Г.С. Тарасова, Н.В. Полоусова .– Харків: НТУ ХПІ, 2009. – 80 с.

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Кафедра міжкультурної комунікації та іноземної мови

Передмова

Дані методичні вказівки призначені для самостійної та аудиторної роботи студентів I курсу факультетів економічного та бізнесу та фінансів очної форми навчання.

Методичні вказівки спрямовані на оволодіння необхідним граматичним, лексичним матеріалом з англійської мови за темами “Ділові телефонні розмови” та “Повідомлення”.

Робота складається з двох уроків (Unit), в яких вивчаються правила мовленнєвої поведінки під час телефонних переговорів (Unit 1 “On The Phone”), використання електронної пошти та вміння залишати та фіксувати будь-яке повідомлення (Unit 2 “Messaging”). З метою найкращого опанування лексичним матеріалом в методичних вказівках пропонується розділ “Завдання для самостійного опрацювання”, тестові завдання та англо-український словник до кожного розділу.

При написанні методичних вказівок використовувались матеріали:

О. П. Биконя «Ділові усні та писемні переговори англійською мовою», Market Leader (intermediate) and (upper intermediate), Intelligent Business (pre-intermediate) and (intermediate).

UNIT 1

On the Phone

The phone is a very useful business tool for immediate communication. But making a phone call is not always easy - especially if you don't know the person on the other end of the line very well.

Exercise 1. How comfortable are you speaking English on the phone?

Remember that sounding polite and helpful doesn't just depend on the words you use, but the way you say them and also if you are talking to someone face-to-face on your body language. Basic business phone language, very much like small talk, consists of constantly repeated expressions with little variations. Complete the questionnaire below using the correct form of the following verbs:

have, lose, shout, wish, keep, try, want, sound, misunderstand
Be honest! Can you remember a time when you...
1. totally _____ what someone said on the phone?
2. really _____ rude and unhelpful because you were busy?
3. constantly _____ to ask the other person to repeat what they said?
4. just _____ putting off a call because you did not want to speak English?
5. actually _____ at anyone on the phone?
6. completely _____ track of the conversation?
7. just _____ you could talk to the other person face to face?
8. even _____ pretending you were out to avoid taking a call?
9. really _____ to kill the person on the other end of the phone?

Exercise 2. You probably thought of other things too! It makes you realize that using the telephone isn't as easy as you think. When you deal with someone face-to-face you can get lots of information from their body language, facial expressions and gestures as well as hearing what they say and how they say it. On the telephone you might jump to the wrong conclusion!

When you answer the telephone at work, there are some specific standards to aim for:

- answer the telephone promptly – within three rings if possible.
- smile as you pick up the receiver? This makes your voice sound friendlier.

- speak slowly and clearly.
- start the call by identifying your organization or department and your own name to the caller, e.g. "Catering Department. Mary Brown speaking. Can I help you.
- warn callers first if you need to put the telephone down or transfer them to someone else.`
- arrange to find out when you don't have the information and then call back so the caller doesn't have to wait.
- finish the conversation by going over exactly what you are going to do as a result of the conversation.
- try to be helpful and volunteer information.
- listen and resist the temptation to interrupt.
- make notes and read back the key points so that the caller knows that you are listening.
- ask open questions to find out what the caller wants.
- give your name in case the caller wants to speak to you again.

Exercise 3. Find the right definition to the following words : videophone, webcam, pager, extension, WAP phone (wireless application protocol), cordless phone, mobile phone (BrE)/cellphone, cellular(AmE), public telephone/payphone.

1. A phone you can take with you and use anywhere.
2. A mobile phone with access to the Internet.
3. Phone in a public place operated with money, a credit or a credit card.
4. An extension not connected by a wire, so you can use it around the house or in the garden.
5. One of a number of phones on the same line, in a house or office.
6. Allows you to receive written messages.
7. A camera attached to a computer and phone line, so two people talking on the phone can see each other.
8. A special phone with a screen so you can see the other person.

Note: Webcams and videophones enable videoconferencing: holding a meeting with people in different locations.

Exercise 4. Now determine which equipment each of these people would use.

1. A lawyer who needs to stay in contact in court, but cant have a ringing phone.
2. A building contractor who works in different places.
3. Someone who wants to stay in touch whilst they are in the garden.

4. A company manager who wants to discuss something with managers in different offices at the same time.
5. A computer enthusiast who wants to see the person she is talking to.
6. Someone who is out but doesn't have a mobile.

Exercise 5. Read the following expressions and then determine which of the sentences below containing expressions from the box are correct. Correct the mistakes.

Br/E to ring someone, to ring up someone, to ring someone up, to give someone a ring, to give someone a bell, to give someone a buzz;

Am/E to call someone, to call up someone, to call someone up;

1. It would be good to see Ann soon. I'll phone to her and see when she is free.
2. I gave Brian a call yesterday and we had a long chat
3. Why don't you ring up at Pizza Palace and order some take away pizza?
4. I rang them five minutes ago but there was no answer.
5. Call me up next time you're in New York.
6. Give me a ring when you're next in London.
7. I'll give her a bell and we'll fix up a meeting.
8. When you get some news, make me a buzz.

Note :Phone numbers where you can get information or advice, buy things, make reservation, etc. may be called:

Helpline, hotline information line, reservations line

Exercise 6. When saying numbers, use rising intonation for each group, except for the last, when you should use a falling tone.

Note: Look at the number: 081-455-2354.

The number consists of three groups.

0 is pronounced 'oh'(Br/E) or zero(Am/E);

455 is verbalized as four double five or four five five

Write the telephone numbers below in figures. The first one is an example.

'one - seven - six, three - two - three - three'	17
'oh - one - double two - three, five - six - oh - four - double	

'oh - eight hundred, double seven - double one - double	
'double four, one - eight - one, three - zero - three - zero'	
'one - eight hundred, double five - double five - double	

Exercise 7. Read the following text and put the correct expressions in it.

dial, phoning scenario, switchboard, direct line, keypad, dialing, engaged tone (Br/E)/busy tone (Am/E), wrong number, hang up, get through, extension, operator, put through, transfer, cut off, voicemail

____1____

You want to phone someone in a company. You pick up the phone. You hear the ____2____ tone and ____3____ the number on the ____4____. You don't know the person's ____5____ number, so you dial the number of the company's ____6____. One of these things happens:

The number rings but no one answers.

You hear the ____7____ because the other person is already talking on the phone. You ____8____ and try again later.

You ____9____, but not to the number you wanted. The person who answers says you've got the ____10____.

The ____11____ answers. You ask for the ____12____ of the person you want to speak to.

You are ____13____ to the wrong extension. The person offers to ____14____ you to the right extension, but you are ____15____ – the call ends.

The person you want to speak to is not at their desk and you leave a message on their ____16____. You ask them to call you back or to return your call.

Exercise 8. When you phone, do not forget to give all the necessary information:

Your name
Your title
Your company
Whom you are calling
The department (if known)
The reason for your call

Read the following dialogues and try to fill the correct words from the box in the gaps.

Call 1.

please, speak to, to meet, good morning, thank, the post, Europe, products
--

S: Klottmann. Guten Tag.

Roberts: Good morning. Could I ___1___ Beate Frick, please.

S: One moment, ___2___.

Frick: Frick.

Roberts: ___3___, Mrs. Frick. My name is Paul Roberts from Softcom. I am the regional manager for ___4___.

Frick: ___3___.

Roberts: Mrs. Frick, as you probably know, we are one of your suppliers of customized software ___5___.

Frick: Yes, Mr. Roberts, I believe we handle some of your products.

Roberts: Mrs. Frick, I shall be in Stuttgart on 18 and 19 September and would like ___6___ you to discuss your needs in further detail.

Frick: I am very sorry, Mr. Roberts, but I shan't be available at all that week. But if you have some new documentation about your ___5___, I would very much like to see it.

Roberts: OK, Mrs. Frick. I'll put some information into ___7___ for you. By the way, could you just spell the company name for me?

Frick: Yes, it's K-L-O-T-T-M-A-N-N.

Roberts: Right. Fine. Well, perhaps we could meet when I'm in Stuttgart in the spring.

Frick: Yes, I hope so. Please contact me before your visit.

Roberts: I will.

Frick: ___8___ you for your call

Roberts: Not at all.

Frick: Good bye.

Roberts: Good bye.

Call 2.

fine, September, forward, diary, hold on, this, good, address, bye
--

S: Compagnie des Antevilles.

Richards: Good afternoon. Bernard Bonnat, please.

S: 1, please.

Bonnat: Bonjour.

Richards: Good afternoon, Bernard. 2 is Clive Richards from Data fax.

Bonnat: Hello, Clive. How are you?

Richards: 3, thanks. And you?

Bonnat: Very well.

Richards: Bernard, the reason I'm ringing is that I intend to be in Paris on 20th September ...

Bonnat: Yes.

Richards: ... and I thought it would be useful for us to meet.

Bonnat: Yes, that's fine. You said 20 th of 4 ?

Richards: That's right.

Bonnat: Just a minute. Let me check my 5. Okay.

Richards: Does 11 o'clock suit you?

Bonnat: Afraid not. Look, I'm busy in the morning, but any time in the afternoon would be fine.

Richards: I'm afraid the afternoon's no 6 for me. How about early on the 21 st?

Bonnat: It's fine!

Richards: So, let's say 9 o'clock on the 21st.

Bonnat: Fine! You've got our 7 ?

Richards: Yes. So, I'll look 8 to seeing you then.

Bonnat: Oh yes, and don't forget to bring that manual you promised me.

Richards: Don't worry. I've got it in front of me now.

Bonnat: 9.

Richards: Bye.

Exercise 9. Read the following dialogue and try to put the conversation into a logical way.

1. Ann: Good morning. Can I speak to Robert Smith in Berlin?
2. Ann: Is that Robert Smith?
3. Ann: No, I'm afraid I don't.
4. Ann: Thanks. Oh no, I've been cut off.

5. Switchboard operator: Do you know the extension?
6. Switchboard operator: Sorry to keep you waiting. ...I'm putting you through.
7. John Smith: Smith.
8. John Smith: No, this is John Smith. You've come through to Accounts. I'll try and transfer u back to the switchboard.

Exercise 10. Look at the phrases that are used when you are on the phone. Match each point (1 – 6) with one of the tips (A-F).

1. Identify yourself/your company.	A. I look forward to seeing you soon. Thanks for calling.
2. Asking for connection.	B. Can I take a message? Can you ask him to call him back?
3. Taking/leaving a message.	C. Klondike Electronics. Can I help you? This is Pete Edwards. Who is calling?
4. Singing off.	D. I'd like to speak to ... , please. Could you put me through to ... , please?
5. Making appointments.	E. The reason I call is I'm phoning to
6. Explaining the reason for the call.	F. Could you manage Tuesday? That's suits me.

REMEMBER: If you smile while you are talking on the phone, your listener can 'hear' your smile. But it's best to try not to be funny or make jokes over the phone – your listener may think you are being sarcastic, or may not share your sense of humour.

Exercise 11. Communication by phone involves two parties - the caller and the person called. To be effective on the phone, the caller must have clear objectives, the relevant information, a clear strategy and structure for the call.

Rearrange the following phone communication steps into the correct order .

caller's steps:	say good bye	the steps taken by the person called	develop call divided into point 1, point 2, point 3 etc
	explain purpose of call		say good bye
	greet person called		identify yourself
	introduce yourself		summarize
	confirm follow-up		polite formulae
	develop call divided into point 1, point 2, point 3 etc		confirm follow-up
	greet switchboard operator		greet

Exercise 12. Look at the tips the caller must follow and identify the skills and techniques needed to structure the call effectively. Match the sentence beginnings (1-12) with the correct endings (a-l).

Twelve telephone tips

1. Fax ahead ...
2. Make sure you have with you all the documents ...
3. The other person may not understand you easily, ...
4. The other person can't see your reactions, so always CONFIRM that ...
5. Don't pretend you have understood ...
6. The other person can't see what a nice person you are, ...
7. The other person hasn't got all day, ...
8. The other person is getting an impression of your firm while talking with you, so make sure that you sound EFFICIENT – ...
9. Don't rely on your memory...
10. Smile while you're talking.
11. Don't try to be funny – ...
12. Don't interrupt the other person:

- a) let them finish what they want to say.
- b) you may be misunderstood.
- c) your listener can hear your smile.

d) make notes during a call and rewrite these notes immediately afterwards as a record of the call.

e) your firm's image may be at stake, even if you're just taking a message.

f) so make sure your call is BRIEF.

g) if you want to make sure the other person has time to prepare for the call

h) so make sure you sound POLITE and AGREEABLE.

i) you'll need before you dial the number.

j) when you haven't.

k) so try to speak slowly and CLEARLY.

l) you have (or have not) understood each point that's been made.

Exercise 13. When telephoning, it is very important to get certain facts right, for example, the name, address, and telephone number. Put the following extracts of telephone calls into the correct order.

a)

- Just a moment, Mr. Jones, I'll put you through.
- Yes, I'd like to speak to Miss Redbone.
- Peter Jones.
- Who's calling, please?
- Pan Electronics Can I help you?

b)

- She's got it, but just in case, it's 081-455-2354
- Yes, could you ask her to call me back?
- Mr. Guttman here Could I speak to Mrs. Fields?
- Yes, of course Could I have your number?
- I'm afraid she's out at the moment. Can I take a message?

c)

- I'm sorry, I'm out on Wednesday.
- Good, that suits me too. Shall we say 11 o'clock?
- Just a moment, I'll get my diary ... you said next week?
- Yes, could you manage Wednesday?
- What about Thursday then?
- Yes, Thursday morning would suit me fine.

Exercise 14.1. A lot of the English you need on the phone is just, a small number of key words used in different combinations. How many telephone expressions can you make using a word (phrase) from two (more) sections (e.g. Can I have your name, please?).

Can	I you	ask		Please
		check		About it
		speak to		Again
		take	who's	With me
		help	me	With you
		have	you	Back to me
		speak up	he/she	I called
		give	him/her	Within the hour
		see if	your name	to call me back
		hold on	a message	a few details
		get	someone	on that
		tell	something	is there
		leave	a moment	forme
		say	it	later today
		spell read	that	calling
		get back to		when he/she'll back

Exercise 14.2. You overhear a colleague say the following things on the phone. What questions do you think she was asked? Use some of the telephone expressions you made in Exercise 14.1.

a.....?

Yes, I'd like to speak to Ifakat Karsli, please.

b?

Yes, it's Ivana Medvedeva.

c ?

M-E-D-V-E-D-E-V-A, Medvedeva.

d?

Yes. Can you just tell her Ivana called?

e ?

Yes, I'll tell him as soon as he gets in.

f ?

Of course. Your reference number is 81 099- KM. OK?

g..... ?

Sorry, is that better?

h ?

Around three, I should think.

i..... ?

Can we make that two hours?

j ?

Certainly. Can you give me your number?

k ?

Sure. When can I expect to hear from you?

l ?

Sure. Just a minute. Where's my pen? OK, go ahead.

Exercise 15. Read the information in the table and then choose the right option in sentences 1-5. Which of these conversations sound natural, and which sound strange?

Closing the conversation	
Here are some ways of finishing a conversation without sounding abrupt (rude).	
See you on Friday then.	Good to talk to you.
I'm going to have to go now.	Talk to you soon, no doubt.
I've got to go to a meeting.	We'll be (back) in touch soon.
(It's been) good talking to you.	Look forward to hearing from you soon.
Nice talking to you.	Yes, I'll look forward to seeing you on Friday.
(It's been) nice talking to you.	Thanks for calling/phoning.

1. A: Nice talking to you. See you on Wednesday. B: See you on Wednesday. Thanks for calling. Bye.

2. A: I'll look forward to seeing you tomorrow, then. B: Talk to you soon, no doubt. Bye.

3. A: It's been good talking to you. I'm going to have to go. I've got to go to a meeting.
B: Nice talking to you. I'll be in touch soon.

4. A: See you this afternoon at four, then.

B: Yes, we'll be back in touch soon.

5 A: I'm going to have to go.

B: OK. Talk to you soon, no doubt. Bye.

Exercise 16. Here are some ways of changing arrangements.

a) Can you make Wednesday?

b) How about meeting in the afternoon instead?

c) Something has come up. Let's put it off till the 22nd?

d) I'm going to be very busy that day. What about the following week?

e) I'm completely snowed under. Can we leave it open?

Match these replies (1-5) to the things (a–e) the people say above.

1. I suppose so: it would have been good to meet. Look forward to hearing from you when you're less busy.

2. The 22nd ... I'm going to be on holiday. What about the 29th?

3. The afternoon would be no problem. How about at three?

4. Wednesday's going to be difficult. Can you make the next day?

5. Yes, the same day the following week would be fine.

Exercise 17. Read the following call and answer the questions.

Call

A: Hello. Tim Curtis.

B: Hi, Tim. It's Sylvia here. I got your message.

A: Sylvia, hi. So, how did it go?

B: It went pretty well, I think. They sent three people in the end.

A: Three? Well, that's a good sign.

B: Yeah, there was Bill Andrews, head of meat purchasing. I think you met him when you went to the UK last month.

A: That's right. He seemed pretty interested when I spoke to him then.

B: Yeah, he asked me a lot of questions about our quality control.

A: Uh-huh. I thought he might. I hope you told him he's got no worries there.

B: I certainly did.

A: Good. So who else came? Er, did Stephanie Hughes come?

B: Er, they sent Jonathan Powell from their marketing department instead, and Melanie Burns, who's in charge of imported produce.

A: Oh, right. I didn't meet them in London. So, did you show them the processing plant?

B: I did. There wasn't time to do a tour of the factory, but I showed them the packing department and the freezer units. Then we gave the presentation - me and John - and took them out to dinner afterwards.

A: Great. Did they say when they'd let us know? I mean do you think they'll place an order or not?

B: Well, it's too early to say. But I think they were quite impressed.

A: Hm.

B: They said they'd be in touch in the next couple of days or so. They were a bit worried at first about British customers accepting our product. Although they do sell other exotic meats already. Ostrich, for example, and that's quite popular.

A: Erm, excuse me for a moment, Sylvia ... Sorry about that. I just had to sign something. Where were we? Oh, yes, they were worried about UK customers accepting our product, you say?

B: Well, I don't think it's a problem. Er, you know what the Brits are like — animal lovers and all that. They weren't sure if people would accept kangaroo meat as an alternative to beef.

A: Kangaroos are too cute and lovable to eat, huh?

B: Well, something like that. But I told them they're not exactly endangered. There are twice as many kangaroos in Australia as there are Australians. Kangaroo's been on the menu here for years. They agreed it tastes good and, as I said to them, it's a really healthy option - ten times less fat than a beef steak and no chance of getting mad cow disease!

Choose the correct answer.

1. Who didn't come to the meeting?

a Bill Andrews b Stephanie Hughes c Jonathan Powell d Melanie Burns

2. Who does Tim already know?

a Bill Andrews b Stephanie Hughes c Jonathan Powell d Melanie Burns

3. What didn't the visitors from the UK see?

a the processing plant b the factory c the packing department

d the freezer units e a presentation

4. Tim was interrupted during the phone call. Complete what he said to Sylvia.

Sorry _____. I just _____ . Where _____ ?

5. What were the British visitors worried about?

6. Would the product they came to see be popular in your country? Would you try it?

Exercise 18. Read the statistics below. What points are they making about phone calls at work? Match suggested answers (from a–c) to the statistics (from 1–3).

1 When the Northwestern Mutual Life Assurance Company decided to block all incoming calls for just one hour a week, productivity rose by an amazing 23%.

2 Time-management consultancy Priority Management found that 55% of calls received by executives are less important than the work they interrupt. 21 % are a complete waste of time.

3 Research shows that managers underestimate the time they spend on the telephone by up to 50%. Perhaps that's how over two trillion dollars get spent annually on phone calls!

a. Business phone calls cost companies a lot of money, possibly because people are very bad at judging how long they spend on the phone.

b. Business phone calls can reduce productivity because of the time they take up. Even a modest reduction in calls can increase productivity.

c. Most business calls are not important enough to justify executives stopping what they are doing to answer them.

Exercise 19. Read the following questions and try to answer.

a What percentage of your time at work do you spend on the phone?

b How many of the calls you make and receive are essential?

c Can you not answer the phone? When you answer, is it:

♦ out of curiosity – it might be some good news for a change?

- ♦ with a sigh of relief – it must be less boring than whatever you're doing?
- ♦ because you're so indispensable, no one else is capable of dealing with it?
- ♦ force of habit – the phone rings, you pick it up?
- ♦ because if you don't, no one else will?
- ♦ for fear of what might happen to you if you don't?

Exercise 20. Use the pairs of words in the box to complete the sentences.

disturbed + hold, expecting + pick up, real + unplug,
possible + answer, busy + ring, important + switch on

If I am _____, I just let the phone _____.

If I do not want to be _____, I tell my secretary to _____ all my calls.

If _____, I try to _____ the phone before the fourth ring.

If I am _____, a call from the boss, I _____ the phone immediately.

If I am in the middle of something _____, I _____ the answerphone.

If I am having a real _____ crisis, I _____ the damn thing!

Exercise 21. Divide the text into twelve things someone might phone to ask you to do. All the requests start with Could you ...?

Could you...?	email me my flight details / let me have a copy of the report get on to tour suppliers get back to me within the hour take a quick look at the proposal arrange for somebody to meet them at the station set up a meeting with the head of department send their accounts department a reminder fix me an appointment book the conference room for three fax the figures through to me organise a tour of the plant for some visitors
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Exercise 22. Read four telephone calls and match them to their description.

Call 1 - ____	a The caller is kept waiting.
Call 2 - ____	b A business contact calls to ask a favour.
Call 3 - ____	c A sales executive calls with a quote.
Call 4 - ____	d There is a communication breakdown.

Call 1

A: Allo!

B: Oh, hello. Do you speak English?

A: Er, ... yes, a little. Can I help you?

B: This is Anne Cook from What Car? magazine.

A: I'm sorry?

B: Anne Cook. What Car?

A: What car?

B: Yes, that's right.

A: You want a car?

B: No, no, sorry. I work for What Car? I'm a journalist. Er, can you put me through to Yves Dupont?

A: I'm afraid I don't understand. Can you speak more slowly, please?

B: Yes, I'd like to speak to Yves Dupont, if he's available.

A: Ah ... One moment, please. I'll get someone who speaks better English.

B: Thank you!

Call 2

A: Hola ...

B: Hello. Is that Joaquin Fuentes?

A: Er ... Yes, speaking.

B: Joaquin. It's Geoff White.

A: Geoff White?

B: NetWorth Systems? We spoke last week.

A: Oh, yes. I'm sorry. Geoff, of course.

B: Er, yes. Anyway, I'm calling about those prices you wanted,...

A: Oh, yes ... Listen, Geoff, I'm afraid I can't talk right now. I'm in a meeting.

B: Oh, I see.

A: Yeah. Can I call you back - say, in an hour?

B: Erm, yeah, sure ... No problem.

A: OK, I'll speak to you later... Or better still, could you e-mail me the figures?

B: Erm, yeah, yeah, sure.

A: Thanks a lot.

B: I'll do that right away.

A: Great. Thanks for calling.

B: Yeah, bye.

A: Bye.

Call 3

C: Jim, can you get that?

A: Uh? Oh, OK. ...Yeah?

B: Hello? Is that Western Securities?

A: Uh-huh. What can I do for you?

B: This is Laura Como from Tricolor. I'd like to speak to Karl Lesonsky, please. It's about a pension fund.

A: Just a minute. Anybody seen Karl?... He's not here.

B: Do you know when he'll be back?

A: No idea. He's usually in by now. Probably taken a long lunch.

B: Oh, I see. Well, perhaps you can help. Who am I speaking to?

A: Er, Jim Savage. But, er, ... Oh, just a minute ... (puts her on hold)

B: Oh, come on!

A: Er, hello Ms. Como?

B: Yes!

A: Look, I don't normally deal with pensions. I think you'd better wait till Karl gets back.

B: Well, when will that be?

A: I really don't know.

B: Well, that's helpful.

A: OK. Look, give me ten minutes. I'll see if I can reach him on his cellphone.

B: No, don't bother. I'll call back later.

Call 4

A: Jose Senna.

B: Ah, Mr Senna. Hello. I'm sorry to bother you. Your secretary gave me your mobile number.

A: Er, that's OK. ... Can I ask who's calling?

B: Oh, I'm sorry. This is Nigel Waters. We met at the Expo in San Paolo last year.

A: Oh, yes, Mr Waters. How are you?

B: Fine, fine. You said if I was ever in Rio you'd introduce me to your boss? Remember?

A: Oh, ... Yes. Um, so you're here in Rio?

B: That's right.

A: Erm, well, it's a bit difficult right now. I'm on my way to a meeting. But...
er, leave it with me. I'll see what I can do.

B: Right.

A: Can you give me a contact number?

B: Oh, yes, I'm staying ...

A: Just a minute, where's my organiser? ...OK.

B: Yes, I'm staying at the Mirador in Copacabana. It's 548 8950, er, room
314.

A: 3-1-4. ... OK. I'll try to make the arrangements. Don't worry, I'll sort
something out.

B: Great.

A: And, er ... Oh, the traffic's moving. Look, I'll get back to you tomorrow.
OK?

B: I can't hear you very well.

A: No, the signal's breaking up. Speak to you tomorrow.

B: OK, fine. I'll wait to hear from you then. Bye.

Unit 1

Glossary

track of the conversation	хід розмови
avoid, v	сторонитися, відміняти
avoid listening to smb's conversation	уникати слухання чиєїсь розмови
call on business	телефонувати у справах
get annoyed	бути роздратованим
promptly, adv	швидко, проворно
announce oneself promptly	відразу відрекомендуватись
identify, v	ототожнювати(ся), розпізнавати, упізнавати, розділяти погляди, виявляти, співпадати;
identify oneself	ототожнювати(ся), розпізнавати, упізнавати, розділяти погляди, виявляти, співпадати;
identify oneself	назвати себе
resist the temptation	протистояти спокусі
webcam	мережа зв'язку, вебком
videophone, n	відеотелефон
mobile phone, mobile (Br.E)/cellphone, cellular phone, cellular (Am.E)	мобільний телефон, сотовий телефон
WAP phone (WAP) – wireless application protocol)	телефон з Інтернетом
public telephone / payphone	автоматичний телефон, громадський телефон
Trunk Service (The Trunk Service), n (Br.E)	міжміське і міжнародне обслуговування; syn The Long-Distance Telephone Service (Am.E);
Trunk-Call Office (The Trunk-Call Office) (Br.E)	переговорний пункт
there is no reply	не відповідають
trunk call (Br.E) , long distance call	виклик по міжміському,

(Am.E) n	міжнародному телефону
make a –; book a ~; set up a (trunk) call, put in a long-distance call	встановити телефонний міжміський зв'язок
trunk operator, long-distance operator	телефоніст(ка) міжміської (або міжнародної) телефонної станції
use a telephone	користуватись телефоном
extension, n	додатковий
pager, n	пейджер
cordless phone, cordless, n	радіотелефон
helpline, n	лінія допомоги
hotline, n	гаряча лінія
information line	інформаційна лінія
reservations line	замовлена лінія
Freephone number	безкоштовний номер
toll-free number	безкоштовний міжміський номер
access code	доступний (прямий) код
country code	код країни
area code	міжміський телефонний код
area code dial	дзвінок по коду
dial, v	набирати номер (телефону)
dial, n	диск
phoning scenario	телефонна інструкція
switchboard, n	комутатор
direct line	пряма лінія
keypad, n	клавіша
engaged tone (Br.E) / busy tone (Am.E)	сигнал “зайнято”
number is engaged syn. the line is busy or crowded, engaged	зайнято
wrong number	неправильний номер, тобто неправильно набраний номер
hang up, v	покласти (слухавку)
get through	додзвонитися, з'єднувати по телефону
put through with	з'єднувати по телефону

transfer, v	передавати, віщати
transfer, n	передача, трансферт
cut off, v	обривати, вимикати
voicemail, n	електронна система, яка дає змогу записувати з голосу інформацію по телефону, автовідповідач;
syn. answering machine, answer phone	автовідповідач, мовна пошта
clear objectives	чіткі цілі, чітка мета
clear strategy	зрозуміла стратегія
relevant information	доречна інформація
reduce, v	зменшувати, послабляти
underestimate, v	недооцінювати
consultancy, n	консультація
productivity, n	продуктивність
modest, adj	помірний, сором'язливий
reduction, n	зниження, вправлення
justify, v	виправдовувати. вибачати
executives, n (pl)	виконавці
automatic telephone exchange	(автоматична) телефонна станція
telephone operator	телефоністка
answer the / call the phone	відповісти по (підійти до) телефону
end, n	кінець
at the other end	на другому кінці
automatic (trunk) telephone	автоматичний (міжміський) телефонний зв'язок
automatically, v	автоматично
be available	бути вільним, наявним, досяжним
be in	бути вдома
be out of order	не працює
be out	не бути вдома
buzz, n	гудок (у телефоні) дзиччання;
long (short, constant)	довгий (короткий, безперервний) гудок;
give smb a	(розм.) подзвонити
call up the information	подзвонити в довідкове бюро

call/phone call	телефонний дзвінок, розмова
calling signal	дзвінок, виклик
confirm the appointment	підтвердити зустріч
connect, v	з'єднувати
conversation, n	розмова
disconnect, v	роз'єднувати, syn cut off
disengaged, adj	вільна (лінія)
drop (insert) a coin into the slot	опустити монету у проріз
earpiece, n	слухова частина (трубки)
emergency call	терміновий дзвінок
exchange / telephone exchange, n	центральна телефонна станція, комутатор
figure, n	цифра
get in touch (with)	зв'язатися (з ким-небудь)
get somebody on the telephone	додзвонитися
give smb's name in full	дати повне ім'я
Go ahead!	Говорить
Hold on! (Hold the line / wire!)	не кладіть трубку
Inter-Continental Telephone Service	Міжконтинентальний телефонний зв'язок
interfere (with), v	заважати, втручатися
lift the receiver (phone) syn take the phone, pick up / take off the receiver, take up the tube, pick up the phone	зняти трубку;
line is clear	лінія вільна
look up, V	шукати (у словнику, довіднику)
message, n	повідомлення, послання
mobile phone/mobile cell phone (амер.)	мобільний телефон
mouthpiece, n	мікрофон
own phone number	свій номер телефону
owner, n	власник
phone (скор.), telephone	телефон
home	домашній телефон
dial	автоматичний телефон

public	телефон - автомат
house	внутрішній телефон
wall set	настінний телефон
hand	переносний телефон
office	службовий телефон
desk	настільний телефон
be on the	біля телефону
speak on (over) the	говорити по телефону
have a - install in one's house	встановити дома телефон
phone, v	дзвонити (по телефону)
syn call; the (tele) phone (bell) rings	дзвонить телефон
poor line	поганий зв'язок
push the button	натиснути кнопку
put a call through to	подзвонити в
put through (with)	з'єднувати (по телефону)
receiver, n	трубка
Repair Bureau	бюро ремонту
replace the receiver (the phone) syn hang up the receiver, replace the phone on its cradle, put the phone back, put down the telephone	покласти трубку
reversed charges call	заздалегідь оплачена міжміська розмова
ring back, v syn call back / phone back	передзвонити;
ring off, v	давати відбій, вішати трубку
something is wrong on the line	на лінії щось трапилось
take down (write down) phone number	записати номер телефону
telephone booth, syn (public) call-box	телефонна будка, телефон-автомат
telephone directory syn (розм.) - phone book	телефонна книга
telephone subscriber, n	абонент
bang the receiver	грюкати трубкою
etiquette, n	етикет
a breach of professional	порушення професійного етикету
lose one's temper	втрачати терпіння
speak clearly	говорити чітко

Unit 2

Messaging

Messaging can refer to sending faxes and e-mail or leaving voice messages and there is work on both in this unit.

Exercise 1. One of the most important parts of any telephone call is taking messages. Most organizations have a form for passing on telephone messages. Use the following self-check to make sure that you have included all the important points. Underline Yes or No.

Taking telephone messages

Have you included...

- who the message is for - the person's name? Yes No
- the date and time of the telephone call? Yes No
- the caller's name? (ask them to spell it out for you, if you're not sure) Yes

No

- his/her company and telephone number? Yes No
- a brief summary of the message? Yes No
- any action needed, e.g. will the caller call back or should the person for whom the message is for call them? Yes No
- your name? Yes No

Exercise 2. Imagine that you work in the company and you should receive the following messages. Write a brief summary of the message. Use the notes below to help you.

"Good morning. It's Anna from White's Warehousing here. Would you tell Geoff that I've got a query about his last order. Could he call me back today, please? My number is 061-245 572 ext. 305. Thank you.'

"Good afternoon. This is the Head Teacher from St. Mary's Infant School speaking. I'm afraid that Kim Hari has fallen in the playground and has been taken to Brownhampton Hospital. Would you tell her mother that it's not serious but they are going to keep her in for observation. Could she call me or the hospital as soon as possible?'

"Hello. Maisie from Catering here. We don't know how many teas you want for this afternoon's meeting. Could Leslie call us back - it's ext. 34?"

TELEPHONE MESSAGE	
FOR: _____	
DATE: _____	TIME: _____
NAME OF CALLER: _____	
COMPANY _____	
TEL. NO. _____	
EXTENSION: _____	
MESSAGE _____	
MESSAGE taken by: _____	

Exercise 3. Telephone answer machines are becoming more popular at work. Many people aren't very confident about using them. You could practise by leaving messages using a tape recorder. Rehearse the message in your mind a few times or write it down. Remember you need to give:

- ◆ your name and telephone number.
- ◆ the date and time.
- ◆ the message* - lots of people leave one but you could ask to be called back instead!

If the person you want to speak to is not there, you may hear this:

You're through to the voicemail of Robert Smith. I'm not at my desk right now, but if you leave a message, I'll get right back to you. To leave a message, press 1. To speak to the operator, please hold.

After you leave your message, you may hear this:

To listen to your message, press 2.

After you listen to your message, you may hear this:

If you'd like to change your message, press 3. If you'd like to erase your message, press 4. Otherwise, please hang up.

Exercise 5.1. Read the following call and answer the questions.

Call

A: Hello. This is Patterson Meats, Sylvia Wright's office. Thank you for calling. I'm afraid I'm not able to take your call right now, but if you'd like to leave a message or send a fax, please do so after the tone, and I'll get back to you as soon as I can.

B: Hello, Sylvia. It's Tim Curtis from the Sydney office. I just wanted to know how the meeting with the people from Tesco Supermarkets went. This is a really good chance for us to start exporting to Britain. I hope their visit was a success. Er, give me a ring when you get in, would you? Bye now.

a) Whose answerphone are you reading?

b) What does the caller want?

Exercise 6.1. Read the following fax and put the correct expressions.

NOTE: cover sheet: the first page of a fax showing who it's to, ...
confidential information: things that others should not know.
intended recipient: person who should receive the fax.
advise the sender: tell the person who sent it.

Fax layout

ADVANCED ENGINEERING

FAX COVER SHEET

Box 1212, Paris, France.

Tel: 61 2 329 9220 Fax: 61 2 329 9221 Date: 14 February 2005

To fax number: +1 213 976 3421

To: John Vandas

From: Anna Freeman Number of pages including this cover sheet: 3

Dear John, It was good to hear from you again. The following...1... give details of ..2...to our range.

If you require any..3-, please, do not ...4...to contact me.

Best regards, Anna Friedman.

This fax may contain 5...information. If you are not the6..., advise one7...and destroy this document.

If you do not receive all pages, or if any pages are illegible, please phone 61 2 329 9220 immediately.

Exercise 6.2. Read the following dialogue and put it into the correct order.

1. John: You're not going to believe this, but the paper got stuck and the machine jammed.

2. Anna: Did the fax go through OK this time?

3. John: Yes, but pages two and three weren't legible: I couldn't read them.

4. Anna: Did you get my fax?

5. Anna: No problem. I'll resend them.

6. Anna: No problem. I'll send it through again. 15 minutes later ...

Exercise 7. Complete each sentence using two words from the box below. There are two words that you don't have to use.

advise, sheet, information, fax, sender, recipient, intended, machine, cover, confidential
--

1. When you send a fax you must use the company's standard

2. You must be very careful when you send a fax containing

3. If you are not the ... of this fax, please phone 0207 271271.

4. If you do not receive all the pages, please ... the

Exercise 8.1. Read the following dialogue and put the correct expressions from the box.

fax number, to send something by fax, to fax something, to fax someone, to fax someone something, to fax something (over across) to someone

John in Washington, USA is on the phone to Anna in Paris, France.

Anna: Yes, I think you'll be interested in our latest designs.

John: Can them you?(1)

Anna: Sure. I'll you right now(2). What's your ?(3)

John: 1 for the US, then 213 976 3421.

Anna: OK. I've got that.

John: Can you you think we need?(4)

Anna: I'll you everything we have.(5) There are about 30 pages.

John: If you could it all over us, that would be great! (6)

Exercise 8.2. Boris Ronov of Moda Fashions in Ukraine is talking to Kate Donem of New Designs in Australia. Correct the mistakes.

K: Yes, I think you'll be interested.

B: Can you (1) telefax your most exciting designs?

K: Sure, I'll (2) fax to you the drawings. What's your (3) number of fax?

B: 46 for Ukraine, then 8 753 4298.

K: 46 8 753 4298. I've got that.

B: You know the sort of things we sell. Can you (4) telefax to me the designs our customers will be most interested in?

K: I'll (5) fax to you straightaway. There are about ten pages.

B: If you could fax everything (6) between, that would be great!

Exercise 9.1. Read the following statistics and match the following questions to the texts and try to answer them.

1. At the end of the 20th century 90% of the world's telecommunications were phone calls. According to Newsweek magazine, that figure will soon drop to less than 10% as we all switch to e-mail and other forms of digitally transmitted data.

2. Online retailer Amazon.com currently stocks 213 books on 'netiquette' or how to write your e-mail. You can even buy a course on 'cyber-grammar'!

3. Communication experts repeatedly tell us that 60% of communication is how you look, 30% how you sound, and only 10% what you actually say.

1. If this is true, does it mean that phone calls are only 40% and e-mails only 10% effective?	
2. Are you getting more e-mail than phone calls these days?	

3. Is this all really necessary?	
4. Do you think the shift towards e-mail is a good thing?	
5. Is e-mail really that difficult?	

Exercise 9.2. a) Look through the following glossary and try to remember it.

suppress = hide dig out = look for cc = send a copy to fire off = send quickly font = style of type margin = blank space at the side of a page

b) then read the extract from the book, find the words, which you have read, in the text and underline them.

Text

We have been trained throughout our business careers to suppress our individual voice and to sound like a "professional" - that is, to sound like everyone else. If you need to hear how the professional voice sounds, dig out a memo you wrote four years ago and compare it with how you'd write an e-mail about it now. A professional memo obeys rules such as one page is best, no jokes, spell-check it carefully and send it to as few people as possible.

Now we write e-mails. They're short, they're funny; they sound like us, and we cc the CEO whenever we feel like it. E-mail is a more immediate medium than paper. My expectation of the response time to many messages I send is today, not tomorrow or a week from now. This urgency means I'm more likely to write quickly and conversationally when I respond to a message. A lot of the spontaneity in e-mail messages comes from writers breaking through their natural caution and reserve, rushing the writing process, giving themselves permission to be blunt, honest and sincere in response to a query.

That's why most of us don't want to use a word processor to write our e-mails. We want to be free of the expectation that we've spell-checked it or even re-read it before firing it off. We certainly don't want to waste our time messing about with fonts and margins.

c) Read the text again and try to answer the following question: “What's the main point it's making?”

Exercise 10.1. E-mail is electronic mail. You can send an e-mail to someone, or e-mail them. They will reply to our e-mail or e-mail you back. Now read the following words in the table and try to match these words to their meanings.

send	
attach	
bcc	
delete	
forward	
cc	
reply	
reply to	

- 1.send an answer to the person who sent an e-mail, and everyone who received a copy of it
- 2.send an answer to the person who sent an e-mail
- 3.get rid of an e-mail you don't want
- 4.send a copy to
- 5.send a blind copy to ... (the other people don't know you're sending this copy)
- 6.send an e-mail you have received to someone else
- 7.send a document, for example, a picture, with an e-mail
- 8.send all the e-mails you've written and receive all the ones that are waiting for you

Exercise 10.2. Which of the features in Exercise 10.1. would you use in each of these situations?

- 1.You are sending an e-mail to Anna and you want to send a copy to Boris without Anna knowing.
- 2.You receive a reply from Anna, and you want Peter to see it.
- 3.You get an e-mail from Denis, who has also sent copies to Lora and David, and you want to send the same answer to all three of them.
- 4.With the e-mail to Laura, you want to send another document.

5.You've written three e-mails. You want to send them, and read any that are waiting for you.

6.You receive two e-mails, but you don't want to keep them.

Exercise 11. Here are three telephone conversations. Choose the best word from the brackets to complete each sentence.

Call 1

- Good morning. This is Pierre Cornet. Could I to Mr Roberts, please? (tell / speak /phone)
-I'm he's in a meeting, (afraid / scared / unfortunate)
- Ah. Could I a message? (ask / send / leave)
- Could you ask him to call me? My number's 765-586-554. (back / down / round)
- OK. I'll tell him you called.
- Thank you.

Call 2

- Hello. Is that Anna?
- (Saying / Talking / Speaking)
- Hi, Anna. This is Alain. Is this a time to call? (fine / good / best)
- Not really, Alain. Could you call back? (late / lately / later)
- OK. I'll call back after lunch.
- Fine. Bye.

Call 3

- Hello. Is that Sven Anderson?
- No, Sven's not in the office today. Can I a message? (make / take / place)
- Oh, I'm calling tomorrow's meeting. I wanted to confirm that it starts at 10. (about/ for / to)
- Yes, it does. I'll be there too.
- Ah, fine. Thank you. I'll see you tomorrow then. Bye.
- See you tomorrow. Bye.

Exercise 12. Write one word in each gap to complete the sentences. The first letter has been given to help you.

Hi, Tom. I'm calling to see if we can p..... a meeting for next week.

OK. I'll just c..... my diary.

What a..... Tuesday?

Sorry. I've got t..... go to a meeting in Chernigiv.

Could you m..... Wednesday?

No problem. Let's s..... Wednesday at 10 then.

OK. I look f..... to seeing you then. Bye.

See you, Nick.

Hello, Robert. It's Rose. Would it be useful for us to meet next week?

Yes, I think so. Would Thursday be s..... for you?

I won't be g..... to make Thursday, I'm afraid.

Fine. Let's meet on Sunday at 3 p.m.

That's f..... I'll see you then.

OK, Rose. Thanks for c..... .

Test

Task 1. Here are two voicemail messages. Choose the best word from the brackets () to complete each sentence.

1. Robert. It's Rose. I can't next Monday's meeting after all. (being / make / arrive)
Something has come and I have to fly to France, (on / down / up)
..... . Tuesday be possible for you? (Would / What / Why)
If not, we'll have to it off until the week after, (let / take / put)
I'll be in soon. Bye. (touch / calling / speak)

2. Ellen. It's Sretan. I'm afraid the 22nd won't be (possibility / possible / possibly)
I'm sorry, but I've to go to Oslo, (have / must / got)
We're going to have to put it for at least a week, (back / out / behind)
I'm completely under with the Woodstock contract.(rained / snowed /stormed)
Can we leave it for the time being? (open / shut / fixed)
Talk to you no doubt. Bye. (now / then / soon)

Task 2. Kate Donem sends a fax to Ukraine. The person receiving the fax phones Kate. Read what is said, and complete the statements using expressions from the box in the text.

cover sheet, confidential, information, intended recipient, advise the sender, legible

«Ukrainian Paper Products here. We've received a fax from you to a company called Moda Fashions. Our fax numbers are very similar. There must be some mistake. «Ukrainian Paper Products (UPP) are not the and so they tell the person sending the fax: they

"The designs you received are top secret. Please could you tear them up and throw them away.» The information is Kate wants UPP to the fax so that no one else can see it.

«Don't worry. There's something wrong with our fax machine so we can't read it anyway, including most of the first page.» The person can't read the fax: the fax, including most of the is not including most of the is not

Task 3. Mr. White sends the fax to the correct number. Complete the commentary, choosing appropriate forms of the expressions in brackets.

There were no problems when she (1 send again / resend) the fax. The fax (2 send through / go through) perfectly: the paper(3 not get stuck / not get through) and the machine (4 legible / jam). Kim did not have to anything (5 go through / send through) again. The fax was (6 legible / stuck) and Bertil could read it.

Task 4. Here are some telephone conversations where one speaker is checking some information. Underline the correct option. The first one is an example.

«Did you say your extension is 607?» «Six -oh - double seven».	607	6077
«Is that with one N or two at the end?» «It's double N»	Hermann	Herman
«Is that all one word?» «No. It has a hyphen.»	thompsonclark e@aol.com	thompson- clarke@aol.com
«Do you know if that's with a capital V?» «He writes it with a small letter.»	Van Lent	van Lent
«Was that a P or a B?» «It's Bravo Alpha 47.»	BA47	PA 47
«Can you repeat the address, please?» «It's www dot art dot house dot org, forward slash music».	www.art.house .org/music	www.arthouse. org\ \music

Task 5. Here are three telephone conversations. Choose the best word from the brackets () to complete each sentence.

Oleg, I'm calling to see if you've finished the drawings.

Yes, Marina. Do you want me to them by fax? (e-mail / send / post)

Yes, please. Do you have our fax, ? (number / address / code)

Is it 759 220?

That's it. Oh, and could you fax the specifications as well? (my / me / mine)

I'll everything I've got. (fax / faxing / faxed)

That'll be great. Thanks.

Bye, Marina, some minutes later

Oleg, It's Marina again.

Yes. Did you my fax? (accept / get / have)

But the drawings were not (read / seen / legible)

OK, I'll them . (resend / refax / receive)

Thank you, Oleg. some minutes later

Marina? Oleg here. Was everything OK?

The first seven pages were fine but then the machine (fixed / stayed / jammed)

Oh, so you didn't get them again? (through / out / around)

No problem. Let's hope it works this time.

Task 6. An e-mail program has the options A-H as shown below. For each situation (1-6) choose the option that the user should choose. Write the numbers of the situation you choose in the boxes.

Address Book	Delete Message	Forward Message	Reply	Reply to all	Attach File	Start New E-mail	Send and
A	B	C	D	E	F	G	H

1. Last week Henry wrote an e-mail to his brother. Now he wants to get rid of it.

2. Ivan got an important e-mail from a customer. He wants to send it on to his boss in Paris.

3.Carla has received an e-mail from Basil and she wants to send him an answer.

4.Marie has a report saved on her computer. She wants to send it to John with the e-mail she has written.

5.Stefan wants to check whether there are any e-mails waiting for him.

6.Paula wrote an e-mail to Mike, Tim and Lee. Lee wants to send an answer to Paula and the others.

Unit 2

Glossary

messaging	прийняти повідомлення
leave voice messages	залишити голосове повідомлення
take messages	прийняти повідомлення
brief summary	стислий виклад
query, n	питання
keep someone in for observation	наглядати за кимось
telephone answer machine	автовідповідач
confident, adj	конфіденціальний
voicemail message	голосове повідомлення
erase, v	стирати
estimate, n	оцінка
client's requirements	клієнтські вимоги
preliminary report	попередній звіт
feasibility study	вірогідність (можливість) навчання , можливість здійснювати навчання, тобто навчатися
conference room	конференц-зал
book, v	замовляти
deadline, n	кінцевий строк
reminder, n	нагадування
order, n	замовлення
cover sheet (the first page of a fax showing who it's from, who it's to...)	титульна сторінка

confidential information (things that others should not know)	конфіденційна інформація
intended recipient (person who should receive the fax)	утримувач факсу
advise the sender	радити відправнику syn tell
sender, n	відправник факсу
additions, n (pi)	доповнення; the latest additions – останні доповнення
hesitate, v	вагатися
further information	подальша інформація
fax layout	факс, план факсу
destroy a document	знищувати документ
illegible, adj	нечіткий; to be illegible – бути незрозумілим
get stuck (about the paper), v	застрягти
jam(about the machine), v	затискувати, стискувати
resend, v	пересилати
fax, n	повідомлення по (теле) факсу; send a fax; by ~ факсом, по факсу
fax machine	телефакс (апарат)
fax number	номер, за яким ви відправляєте повідомлення факсом
fax, v	відправляти факс; syn to send something by fax – відправляти щось факсом
fax something	відправляти щось факсом
fax someone, v	відправляти комусь факс
fax someone something, v	відправляти комусь щось факсом
fax something (over / across) to someone	відправляти щось комусь факсом
currently, adv	поточно
online retailer	роздрібний торговець по Інтернету
suppress, v	ховати syn hide
dig out, v	шукати щось syn look for
cc (send a copy)	надсилати копію

fire off, v	швидко відправляти syn send quickly
font (style of type)	вид шрифту
margin (blank space at the side of a page)	поля на аркуші паперу
train, v	навчати, тренувати
scared, adj	наляканий; to be scared –бути наляканим
unfortunate, adj	невдачливий
deadline, n	крайня межа, крайній (остаточний) строк

ЗАВДАННЯ ДЛЯ САМОСТІЙНОГО ОПРАЦЮВАННЯ

Task 1 Put the following variants into the columns under the basic terms Equipment, Numbers and so on. Use the dictionary to check any words you do not know.

A conference call, National, Hands-free kit, Local, Home number, Work number, A long distance call, International code, Number not in service, Battery, Dial tone, Teleconference facilities, A local call, An international call, Busy signal, A cold call, Extension, Subscriber, Caller, Phone, Directory assistance, Receiver, Voice mail, Switchboard operator, Handset Cellular (mobile), Display

Equipment	Numbers	Calls	Tones	People	Services

When the receiver pays =

to reverse the charges - U.K.

to make a collect call - USA.

Task 2. Fill in the blanks using the following words.

plan cold call small talk busy signal

Lora: Would it be possible to get some tips from you for calling customers?

Mark: Sure. I can show you the _____ I use when I call customers.

Lora: You prepare everything you're going to say before you call?

Mark: No, but I have an outline I follow for calls. If it is a _____, I greet the customer and identify myself. Then I tell them the reason for my call.

Lora: You don't start the conversation with _____?

Mark: No. I get to the point by politely asking if they are interested. It saves time.

Lora: Do you ever leave messages for people on their voice mail?

Mark: Not usually. And if I get a _____, I call that person again later in the day.

Task 3. Underline the word that does not belong in each group.

1.	dial tone	display	touch pad	antenna
2.	communicate	listen	redial	speak
3.	busy signal	call waiting	caller ID	voice mail
4.	access code	extension	phone number	zip code
5.	check	confirm	greet	repeat

Task 4. Choose the best word to complete the sentence.

1. He is not ___ to come to the phone right now.
a. available b. positive c. possible d. necessary
2. I think this phone is broken. I didn't hear a _____ when I picked it up.
a. dial tone b. greeting c. subscriber d. touch pad
3. My cell phone battery is low, so I should _____ it.
a. confirm b. identity c. recharge d. reverse
4. The manager requested a _____ with the branch office in Mexico.
a. battery b. cold call c. small talk d. teleconference
5. Is it possible to make _____ calls from the phones in the office?
a. available b. busy c. positive d. long distance

Task 5. Read the following story and count the actions which are in it. Use the dictionary to check any words you do not know. Learn the expressions in italics.

You want to *call* Bob.

You don't know his number.

You *look up the number* in the telephone director.

You *pick up the receiver*.

You listen for the *dial tone*.

You *dial the number*.
The telephone *rings*.
The *switchboard operator* answers.
The operator *transfers your call*.
Peter *picks up the phone*.
You *get through*.
Peter *answers* the phone.
You ask to speak with Bob.
Bob is sick.
You *leave a message* asking Bob *to call you back*.
Peter *takes down* the message
You *thank Peter* for his help and say goodbye.
You *put the phone down*.
You wait for Bob *to return your call*.
Bob calls you back later.
Your company has *automated dialing*.
Bob *presses the star key* to connect to your department.
Your colleague *takes the call* as you are out of the office.
Your colleague offers to *take a message* but Bob hangs up angrily!
You never *get another call from Bob*.

Task 6. Fill in the blanks.

connect directory dial tone transfer

Mark: These new phones are too fancy. I don't know how to use them.

Linda: It's easy. Watch. First, pick up the receiver.

Mark: I don't hear a _____.

Linda: You have to press the number of the person you want to speak with first. Or if you want to dial out of the office, press the number 9.

Mark: Is there a _____ somewhere so I can look up people's extension numbers?

Linda: They're on this list. These numbers _____ you to other desks in the office.

Mark: And when the phone rings, I answer it by pressing the flashing light?

Linda: Right. And you can _____ a call by pressing hold and the extension number.

Task 7 Fill in the blanks with the correct word.

back through down up with

1.He tried to get _____ to the main office all morning, but the line was busy.

2.If he is not in the office right now, I'll just call _____ later this afternoon.

3.Let me get a pen so I can take _____ your new number.

4.May I speak _____ whoever is in charge of customer accounts.

5.She forgot the number, so she had to look it _____ .

Task 8. Match the following points of vocabulary from 1-8 to their expressions (A- H).

	Asking about the purpose	
	Connecting	
	Identifying the caller	
	Identifying your company/department	
	No connection	
	Making the connection	
	Answering a call — identifying yourself	
	Apologies	

<p>A Good morning. Bob Adams (speaking). This is Bob Adams. This is he/ she.</p>	<p>B Do you want to hold? Would you like to speak to his colleague? Can I take a message? Would you like to leave a message? Would you like him to call you back? Does she have your number?</p>
<p>C Good morning. Lake Technology. Personnel Department.</p>	<p>D Just a moment. I'm putting you through, now. I'll connect you now</p>
<p>E I'm afraid - the line is busy. - he's on the other line.</p>	<p>F How can I help you? What is it in regard to? What can I do for you?</p>

- he's in a meeting (at the moment). - she's out of the office today. - he's on vacation. He'll be back soon / later this afternoon. She won't be back until this afternoon.	Who would you like to speak to?
	G I'm sorry, what is your name, please? Who's calling, please?
	H One moment, please, I'll check if he's in his office

Task 9. Read the following dialogue and fill in the blanks.

meeting speak call you back leave

Operator: Good afternoon. JP&B Associates. How can I help you?

Liana: I'd like to _____ with Larry Smith, please.

Operator: Please hold while I put your call through I'm sorry. I'm afraid Mr. Smith is out of the office at the moment. Would you like to _____ a message?

Liana: I wanted to check to make sure he remembered our _____ tomorrow.

Operator: If you leave your name and number, I'll ask him to _____ when he gets in.

Liana: Certainly. My name is Liana Shevchenko

Task 10. Complete the definitions with a word from the vocabulary list given.

sorry identify answer line colleague

1. A person you work with is also called your _____
2. If the phone is ringing and you pick it up, it means you _____ it.
3. The phone is busy when another caller is already on the _____
4. To tell someone your name is to _____ yourself.
5. When you apologize, you say that you are _____

Task 11. Read the following dialogue and fill in the blanks.

indigo check reason give*

Linda: My name is Linda Strait. Is Ms. Brown in?

Secretary: May I ask the _____ of your call?

Linda: Ms. Brown asked me to _____ the status of her order with us.

Secretary: Ms. Brown is not at her desk at the moment. If you _____ me your name and number, I can ask her to call you back.

Linda: Alright. My name is Linda Strait. My last name is spelled «S» as in summer, «T» as in teacher, «R» like Robert, «A» apple, «I» like _____ , «T» teacher.

Secretary: I'll give her the message, Ms. Strait.

indigo* - КВІТКА

Task 12. Read the following dialogue and fill in the blanks.

go ahead number tell make sure

Mark: Linda is not here right now. Can I take a message?

Sam: This is her husband. Could you ask her to call me? I'm at my office, but she needs to call me at extension _____ 204.

Mark: I'd better write this down. Hold on for a moment while I find a pen.
OK _____ .

Sam: My office number is 471-3006. Extension 204.

Mark: Let me repeat that back to _____ I got it. 471-3006 and extension 204.

Sam: That's right.

Mark: I'll _____ her to call you as soon as she gets back to the office.

Sam: Thank you very much.

Task 13. Fill in the blanks on the following phone message using the words below.

action, date, message, name

_____: February 8, 2005

_____: Olga Feskina

Time: 4:47 PM

_____: wants to reschedule meeting

_____: to ring back

Task 14. Put the following sentences in logical order (a=first, e=last).

_____ 1. Can you tell me the area code again, please?

- _____ 2. He is not in the office at the moment.
_____ 3. I'll make sure he gets the message. Goodbye.
_____ 4. If you leave your name and contact number, I'll have him call you.
_____ 5. Thank you for calling "Ocean". May I help you?

Task 15. Rearrange and complete the following dialogue.

get back to you organize confirm leave it to

Oleg: I think we talked about that when we met here in my office. I think you can _____ me to inform her of the payment options.

Oleg: Can I _____ about this? I don't usually deal with payments, and the person who usually handles them is out to lunch.

Lora: I'm calling to _____ that I've received your order by fax. However, we need to discuss the payment schedule for your order.

Lora: I see. Would you like me to explain the payment options to that person?

Lora: When you have decided on the option you'd like to use, please call me back.

Oleg: I'll do that. Is there anything else we need to discuss regarding our order?

Lora: No. Once we _____ the payment schedule, everything will be set.

Task 16. Write the phrase to describe what each sentence is doing.

checking, telling the purpose, deflecting, deciding, ending

1. «Can I get back to you about that later?» _____
- 2.«Do you have a few minutes to talk?» _____
- 3.«I'm calling to discuss your order.» _____
- 4.«OK. I'll take care of that.» _____
- 5.«Thanks for your time. Bye.» _____

Task 17. Complete the following dialogue.

Information read that back excuse me important

Mary: Could you give Alex a message for me when he gets in? Ready?

Oleg: Go ahead.

Mary: His sister Lyra is arriving tonight, but I'm tied up at work. ?

Oleg: Could you spell her name for me?

Mary: That's L-Y-R-A. She's on the 7:50 flight from Denver.

Oleg: Pardon me. Did you say 7:15?

Mary: No, fifty. Five zero. From Denver. It's very _____ that he gets this _____ and there are not any mistakes. Can you _____ to me, please?

Oleg: OK. Lyra is arriving tonight from Denver at 7:50. I'll give him the message.

Task 18. Match the sentences/questions with the same meaning.

1. Got it?	a. Excuse me?
2. I didn't quite follow that.	b. I think you made a mistake.
3. Pardon me?	c. OK?
4. That's not quite right.	d. So, just to check, that's tomorrow.
You said tomorrow, right?	e. I'm not sure what you mean by that.

Task 19. Review Task 18 and find a verb in it that has the same meaning as the underlined words.

1. He planned to begin calling customers after lunch. _____

2. It was hard for me to understand every word she said over the phone.

3. Please review the information I sent and call me if you have questions.

4. She called the airline to verify her ticket.

5. You should say something to show you are paying attention to the caller.

Task 20. Read the following communication difficulties and match the expressions to their main problems.

*Technical, General, Wrong numbers, Call back,
To the operator, Cellular phones, Sound*

1...

Just a minute. Let me get a pencil.

The line is busy.

There's no answer.

I can't contact/get a hold of Olga!

2...

The number is not in service.

We were cut off.

3...

I can hardly hear you.

Can you speak up?

It's very noisy here.

Can you speak up a little, please?

It's a terrible / bad line.

Can you hear me?

4...

My battery is nearly out.

I'm losing you. I'm going into a tunnel.

There are some problems with the net.

5...

I'm having problems with a Chernigiv number.

Could you check the line, please?

6...

I'm sorry, I think you have the wrong number.

I think I have the wrong number.

Is this 8-046-78-54-54?

I'm afraid You've reached sales.

I'll try and transfer you back to the switchboard.

7...

I'll call you right back.

Hang up and I'll try again.

Talk to you in a moment.

Task 21. Complete the following dialogue.

hang up, wrong number, busy, hardly

Diane: Hi, Linda? I've been calling all morning, but the line has been _____.

Linda: Hello? Can you speak up? I can _____ hear you. Who is calling, please?

Diane: It's Diane! Can you hear me now?

Linda: Hi, Diane! What's wrong with this phone line? Is your battery dying?

Diane: It's not my cell phone. This line is terrible. Let me _____ and call you right back.

[Both hang up. Diane dials again.]

Woman: Hello?

Diane: Who is this? Is this Linda? Woman: No, there's no Linda here. I think you have the _____ .

Task 22. Match the problem with the sentence to describe it.

a. I'm sorry. The line is busy.	1) another caller on line
b. Speak up! I can hardly hear you!	2) company went out of business
c. The number is no longer in service	3) volume is too low
d. There is nobody here by that name.	4) cell phone beyond service range
e. The signal is too weak. Call me later	5) wrong number

Task 23. Choose the best word to complete the sentence.

1. I don't know why, but we were suddenly _____ in the middle of our conversation.

a) cut off b) lost c) reached d) spoken

2. You can _____ customer service by dialing «6» now.

a) hang up b) lose c) reach d) transfer

3. It's too _____ to talk in this restaurant. Let me call you back after lunch.

a) general b) noisy c) technical d) wrong

4. This is outrageous! I've been on hold for _____ ten minutes!

a) exactly b) hardly c) finally d) nearly

5. Due to a _____ problem, the office phones will not be working for the next hour

a) busy b) important c) technical d) communication

Task 24. a) Read and learn how to call back.

Opening

I'm returning your call.

My secretary said you called.

I got your message.

Thanks for calling earlier.

Thanking

Thanks for calling back.

Thanks for getting back to me so soon.

Reason for call

The reason I called earlier was that....

What I wanted to talk about was

I called earlier to....

Timing

Is this a good time to talk?

Do you have time now to ...?

Do you have the information with you?

Can we go over the figures now?

Do you have a few minutes to talk about this now?

Excuses

Actually I'm in a meeting right now.

I'm afraid I'm on the other line.

I was just on my way to a meeting.

Call back

I'll call you back.

Let me call you back.

Can I call you back in five minutes?

Close

Talk to you soon / again.

Calling back - restoring

This is Oleg returning your call.

Hello again. It's Oleg.

Is the line any better?

Can you hear me alright now?

Back to the subject

The reason I called was...

OK. Where were we?

As I was saying...

b) Label what each person is doing by using the following words.

opening g thanking giving a reason giving an excuse restarting

1. As I was saying, Friday is not a good day for me. _____
2. I got a message that you called. _____
3. I'm on the other line at the moment, so I can't really talk. _____
4. Thanks for calling me back. _____
5. I wanted to talk to you about playing golf on Friday. _____

Task 25. a) Read and learn how to make appointment.

Responses

Sure.

That would be nice.

Yes, of course.

Agreeing on a time

Could you manage sometime next week?

When would be best for you?

When is good for you?

Are you free on...?

I'm free on Tuesday. Is that convenient for you?

How would Tuesday suit you?

How does Tuesday sound?

Shall we say 2 o'clock?

Canceling

Can we change our appointment time?

Something has come up. I have to

Could we reschedule/ rearrange it for Friday?

Could we make it Friday instead?

Could we postpone it until Saturday?

Could we move it up / forward to Monday?

Saying "Yes"

Yes, I can make Tuesday.

OK. Tuesday would be one.

Great. Tuesday is good for me.

Place

Where shall we have the meeting?

Your office or mine?

I'll come to your office if you like.

Confirming

OK. So, I will expect you at my office at 10, then.

OK, I'll see you on Tuesday at 10 o'clock in my office.

I'll confirm that by e-mail.

Organization

Someone will meet you at the airport.

John will pick you up at your hotel and bring you to the office.

If you're driving, there's a parking lot in front of the main building.

Just ask for me at the reception desk.

b) Now match each word with the correct meaning.

- | | |
|----------------|---|
| 1. agenda | a. the planned times and events for a day, week, etc. |
| 2. appointment | b. a record showing weekly or monthly appointments |
| 3. calendar | c. the planned topics or tasks for a meeting |
| 4. planner | d. an arranged meeting |
| 5. schedule | e. the year divided into months, weeks, and days |

Task 26. Fill in the blanks in the following planner.

check meet pick up postponed reschedule

February 9, 2005 Wednesday

9:00 _____ with Chernigov branch about last week's shipment

10:00 _____ Ms. Harober to discuss banquet

11:00 call Janna to _____ bowling night

12:00 _____ suit from dry cleaners

1:00 budget meeting _____ until later date

Task 27. a) Read and learn how to handle the complaint

The complaint The problem

Excuse me, but we expected delivery

I'm sorry but you promised

You said that I would have

We haven't received ... yet.

It's now three weeks late.

Request action

Please could you ... as soon as possible?

If you don't repair it immediately, we will have to cancel the order.

What are you going to do about it?

Accepting action

OK. That's fine.

OK. That will do.

OK. That will have to do.

Reject Action

I'm sorry but....

That's unacceptable. I'm afraid we can't accept that.

Handling the complaint

Ask for information

What is the problem exactly?

Could you explain exactly what the problem is?

Saying sorry

I see. We're very sorry about that. Again, I do apologize.

Explaining the reason for the problem

I'm afraid that we can't / couldn't....

The reason is that....

The problem was caused by

It was a clerical computer error.

It was an oversight on our part.

A promise of action [will]

I'll deal with it / attend to it / send an engineer immediately.

I'll find / arrange a replacement right away. Is that acceptable? / Is that OK?

Your fault

It's our fault. We accept full responsibility.

We are to blame. We should have (repaired it yesterday.)

Their fault

I'm sorry but you didn't inform us that you wanted manuals.

Close

I apologize once again. We are very sorry about this.

I apologize for any inconvenience caused. It won't happen again, I assure you.

Task 28. a) Read the text.

Bad Line Of Behaviour

WHAT DRIVES YOU to lose your temper on the telephone? Being kept waiting, being connected to voice mail or being passed on to someone else are all common flashpoints. But what infuriates people most of all is talking to someone who sounds inattentive, unconcerned or insincere, according to a survey published today.

The study by Reed Employment Services, a recruitment company, found that nearly two-thirds of people feel that 'phone rage' people losing their temper on the telephone has become more common over the past five years. More than half the respondents, who were from 536 organizations, said that they themselves had lost their tempers on the phone this year.

The reasons for this are threefold, according to Reed. People are much more likely to express anger over the phone, rather than in writing or face-to-face. Moreover, telephone usage has been rising steeply over recent years. Increasing numbers of transactions take place entirely by phone, from arranging insurance to paying bills.

In addition, people's expectations have risen. Nearly three-quarters of respondents to the Reed survey said they are more confident that their problems can be solved over the telephone than they were five years ago.

Companies are taking steps to improve their staff's telephone answering techniques. The survey found that 70 per cent of organizations require their staff to answer the telephone with a formal company greeting. In 43 per cent of organizations, staff have to give their own names when they answer the telephone.

But a third of organizations do not give any training, or they train only their receptionists. That may not be enough, the report says. As companies move towards 'remote working', the need for the right tone of voice extends to every level of the organization.

b) Answer the following questions:

- 1 What do people find most annoying on the phone?
- 2 What three reasons for the rise in phone rage are given?
- 3 Are telephone techniques improving?
- 4 What do you think is meant by remote working?

Task 29. a) Read the text.

Coping With Infoglut.

If it isn't announced by a ring, beep, or flash, on your telephone it's delivered to your front desk by a person in a uniform. If it isn't spat out by a machine that looks like a printer but takes phone calls, it's transmitted to your PC, announced perhaps by a little toot of arrival. Welcome to the Age of Infoglut. Every day, managers are deluged by emails, faxes, post, voicemail. Just sorting everything out adds hours and extra stress to a working week. One British psychologist claims to have identified a new mental disorder caused by too much information; he calls it Information Fatigue Syndrome.

Of course, companies have a huge appetite for information, and have encouraged the development of systems to produce, store, and analyse it. A recent study by Pitney Bowes, in Stamford Connecticut, found that the average white-collar worker at a Fortune 1000 company sends and receives an average of 190 messages a day, in a variety of electronic and paper formats. 'It has become completely overwhelming,' says Sheryl Battles, executive director of external affairs at Pitney Bowes. She reported that trying to manage the volume of information was redefining productivity in the workplace. In a knowledge economy, the real goal is to get through all the messages. 'The infoglut has especially affected senior-level executives,' adds Battles. More than ever, managers need strategies for identifying and prioritising.

Email is a primary culprit. In the past, lower-level workers would never have dreamed of interrupting the Chief Finance Officer with simple questions, such as whether hotel movies can be expensed. 'Today, however those workers have no problem asking such questions via email, which is seen as less intrusive,' says Battles. It should be noted, however, that some executives have turned email to their advantage, finding in the medium a new and convenient way of running a business. Microsoft CEO Bill Gates, for instance reportedly spends hours a day reading and sending email.

The study also identified something Pitney Bowes calls messaging meltdown. That's when people try to reinforce their messages with other messages. For example, they might leave you a voicemail message that they are faxing a report. In addition, they might also send the report via email. Then, they might make a follow-up phone call to make sure you received the fax and the email.

Arlen Henock, chief tax counsel at Pitney Bowes, didn't need a survey to find out which way the data is flowing. He said that there had been a significant increase over the last few years in his office. He also admitted that dealing with the flow has

crept into his personal time. 'Each night I take home my faxes and other paperwork,' says Henock. During a typical workday Henock is a self-admitted information junkie. He gets up at 6 am and, over breakfast, finishes reading any paperwork left over from the night before. On the way to work he checks his voicemail with his car cell phone and responds to any messages that need immediate attention. 'Although I check my voicemail before I leave for home (typically at 7:30 pm), there are usually new messages in the morning,' he says. Europe, after all, has been up for hours.

b) Answer the question:

1 What does the word infoglut stand for?

c) Are the following statements true or false?

1 The new generation of computer printers can take phone calls.

2 New technology has increased office stress for managers.

3 Coping with information is now key to a manager's productivity.

4 Some managers find email to be an efficient way to get work done.

5 It is best to use a variety of means to communicate the same message.

6 Arlen Henock receives voicemail at night.

Task 30. a) Read the text.

Delighting In a Superior Service

In the increasingly competitive service sector, it is no longer enough to promise customer satisfaction.

Today, customer delight' is the stated aim for companies battling to retain and increase market share. It is accepted in the marketing industry, and confirmed by a number of surveys, that customers receiving good service will stimulate new business by telling up to 12 other people; those treated badly will tell their tales of woe to up to 20 people. Interestingly, 80 per cent of people who feel their complaints are handled fairly will stay loyal.

New challenges for customer care have come with the rapid growth in obtaining goods and services via telephone call center and the Internet. Averting 'phone rage – induced by delays in answering calls, being cut off in mid-conversation or left waiting for long periods – has been tackled by vast investment in information technology and training courses for staff.

In the increasingly competitive service sector, it is no longer enough to promise customer satisfaction.

Many people do not like talking to machines, says Dr Storey (Senior Lecturer in Marketing at City University Business School). 'Banks, for example, encourage staff at call centres to use customer data to establish instant rapport with them. The aim is to make the customer feel they know you and that you can trust them – the sort of reassuring feelings people have during face-to-face chats with their local branch manager.

Recommended ways of inducing customer delight include: under-promising and over-delivering (saying that a repair will be carried out within five hours, but getting it done within two); replacing a faulty product immediately; throwing in a gift voucher as an unexpected thank you to regular customers; and always returning calls, even when they are complaints.

Aiming for customer delight is all very well, but no if services do not reach the high level promised, disappointment or worse will be the result. This can be eased by coupling an apology and explanation of why the service did not meet usual standards with empathy ('I know how you must feel') and possible solutions (replacement, compensation or whatever fairness suggests best meets the case).

Airlines face some of the toughest challenges over customer care. Fierce competition has convinced them that delighting passengers is an essential marketing tool, while there is great potential for customer outrage over delays caused by weather, unclaimed luggage and technical problems.

For BA staff, a winning telephone style is considered vital in handling the large volume of calls about bookings and flight times. They are trained to answer quickly, with their name, job title and a 'we are here to help' attitude. The company has invested heavily in information technology to ensure information is available instantly on screen.

BA also says its customer care policies apply internally and staff are taught to regard each other as customers requiring the highest standards of service.

Customer care is obviously here to stay and it would be a foolish company that used slogans such as 'we do as we please' and are answerable only to ourselves. On the other hand, the more customers are promised, the greater the risk of disappointment

b) Are the following statements true or false, according to the writer?

- In competitive market a company must aim to satisfy the customer.
- Fast automated service is preferred to slower person-to-person service.
- Companies which promise the most have the most satisfied customer.

c) Answer the questions.

- 1 Why is customer care particularly important for airlines?
- 2 Why has BA spent a lot of money on information technology and training?
- 3 What approach to customer care does BA have within its organization?

Task 31. a) Read the text.

Office Workers 'Admit Being Rude'

Most office workers say they are rude or bad-mannered at work. Two out of three workers regularly arrive late for meetings, most ignore emails and three out of four use bad language. In a survey of 1,000 workers, two-thirds say that pressure of work is the reason for their bad manners.

Other common examples of bad office etiquette include ignoring colleagues and answering phone calls during meetings. Using mobile phones in meetings is impolite and distracts others, research by the University of Surrey shows. If you respond to a call when speaking to somebody, it means that the phone call is more important than the person, the survey said. If you answer a call during a meeting, it could mean that you think the meeting is not important.

Mr. Jacobs, managing director of Office Angels, a recruitment firm, says it is easy for people to forget their manners in the working environment, which is often very informal and very busy. Workers can forget proper etiquette such as introducing people at meetings, and this is often bad for working relationships.

Psychologist Dr Colin Gill believes that people are not as polite as they were twenty years ago. He said: 'Courtesy is no longer something that is so much respected in our society. People think it is stuffy to be polite or formal.

Now some organizations are actually investing money in training their junior managers to be polite. Office Angels is encouraging people to arrive on time for meetings, turn off mobile phones and avoid bad language. Avoiding bad manners at work is such a simple thing to do, Mr. Jacobs says, and it can have a dramatic impact on improving your working environment and your relationships with others.

b) Read the text and answer the following questions.

- 1 What reason do office workers give for their bad manners?
- 2 Why is it impolite to answer a mobile phone during a meeting?
- 3 Are people today more polite than they were 20 years ago?
- 4 What are some organizations doing to improve workers' manners?

5 What are the benefits of avoiding bad manners at work?

Task 32. a) Read the text.

Dealing With Customers Over the Phone.

First impressions are critical over the phone. Prospective customers are considering whether or not to do business with you. Irrate customers are deciding how helpful and competent you are. For best results, incorporate two easy elements: pleasantness and sincerity.

Pleasantness. A pleasant greeting is essential to a successful call because it sets the stage emotionally. In general, listeners tend to pretend or “catch” the emotional states of speakers. In other words, people respond to what they hear. If we answer the phone gruffly, chances are the caller will become gruff. If we answer the phone pleasantly, chances are the caller will be pleasant, and we all know which caller is easier to work with.

One of the easiest ways to attain an emotional state quickly is to concentrate carefully on your body language. I recommend that professionals establish a rule before answering the phone. In order to sound pleasant, we need to be carrying ourselves accordingly. My routine is to sit up on the edge of my seat, pull my shoulders back, take a deep sigh, smile, let the phone ring twice, then answer. I never answer my phone unless I’ve gone through this process. My business is too important. Sometimes I’ll even stand before I answer the phone if I need an extra jolt of energy.

Sincerity: I am against scripting greetings because they sound insincere and tend to irritate callers, and discourage employees. Scripted greetings usually include some kind of slogan. ‘Hello. It’s a beautiful day here at the XYZ Company’. Now I don’t care where you work. It can’t be that good all day. You want the greeting to be natural, which also makes it easier to sound pleasant consistently.

b) Answer the questions:

- 1 Why is first impression important over the phone?
- 2 What elements can you name which make dealing with customers easier?
- 3 What does the author mean by “body language”?

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МЕТОДИЧНІ ВКАЗІВКИ

до практичних занять та самостійної роботи
з курсу англійської мови за темою
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для студентів економічних спеціальностей
та факультету комп'ютерних та інформаційних технологій

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